



Chiropractor Finds Her Stride in North Country

A native of Beaver Falls, Dr. Danielle L. Lundy returned to the North Country to begin her chiropractic practice in 2007. “Family ties brought me back-once I was here, I was really glad to make the choice,” explains Dr. Danielle Lundy. Dr. Lundy graduated from the New York Chiropractic College of Seneca Falls in March 2007, and just six months later started her own small business in the North Country.

With the assistance of John T. Gould, senior business advisor at the Watertown Small Business Development Center, Dr. Lundy was able to intelligently plan her pathway to owning and operating a small business. “Working with John was wonderful. He helped me think of all aspects of business and develop a business plan that incorporated all of those aspects,” praises Dr. Lundy.

Dr. Lundy purchased an existing chiropractic practice in Sackets Harbor and opened a new location in Evans Mills in September 2007 to create the Chiropractic Wellness Center of Northern New York. Dr. Lundy financed her new business using a \$220,000 SBA guaranteed loan from Watertown Savings Bank among other loans. According to SBA loan data, chiropractors are the fourth most common type of business using an SBA loan in the Syracuse District in 2008.

Together, both locations have seen over 600 patients for chiropractic treatment in the past year; the majority of her patients are over 45 and are suffering from lower back and neck pain. People from birth to age 100 can benefit from chiropractic treatment, according to Dr. Lundy: “There are very few contraindications to chiropractic care.”

The competitive advantage that Dr. Lundy uses to set her chiropractic practice apart from the crowd is to incorporate massage therapy into every office appointment. In the average 30 minute appointment, patients first receive 10 minutes of therapy from a moist silicone heat pack, followed by 10 minutes of massage from a licensed Massage Therapist, with the remaining time reserved for chiropractic treatment from Dr. Lundy.

In addition to her chiropractic practice, Dr. Lundy also owns and operates the Oasis Wellness Spa, located in the Sackets Harbor chiropractic office. The spa offers clients massage treatment, body treatments, facials, manicures, pedicures and an infrared sauna. Dr. Lundy is proud that her spa provides spa products made on location, free from toxins and unnecessary packaging: “Our products are not harmful to our employees or our patrons, and they prevent putting anything harmful back into the environment.”

Dr. Lundy created six new jobs when she started her practice, with plans to add more within the year, “I see us opening a third chiropractic office location in the next year, and adding an additional chiropractor to the staff.”

Only one year after opening her own business, Dr. Danielle Lundy says, “I have definitely learned a lot in the past year! Seeing how my patients progress from excruciating pain to feeling better is amazing.”